

FIG. 1

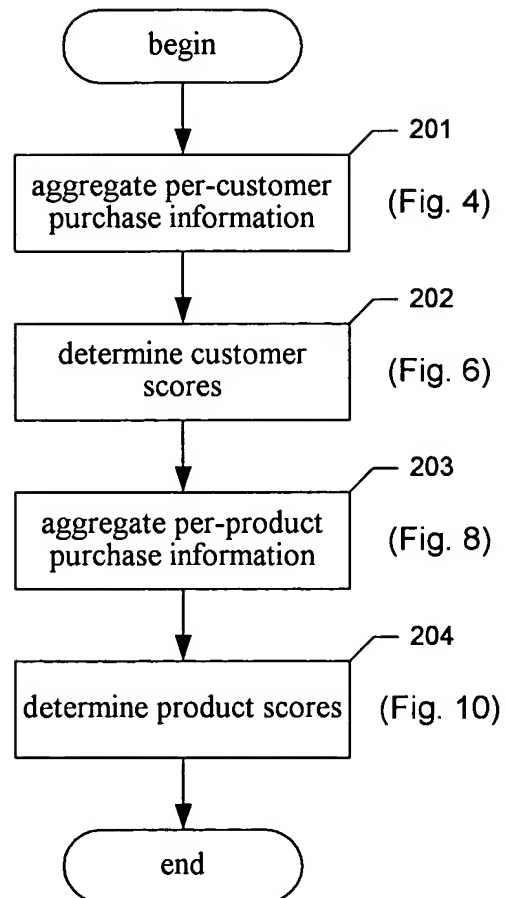


FIG. 2

exhaustive product purchase table 300

Product ID	Purchase Date	Launch Date	Customer ID	Units Purchased	Purchase Price
⋮					
12117893	10/04/03	10/02/03	17193262	1	\$ 129.97 301
27356254	10/06/03	08/10/03	17193262	3	\$ 27.95 302
46419623	09/15/03	09/13/03	17193262	1	\$ 1,265.50 303
12117893	11/26/03	10/02/03	43692031	1	\$ 125.00 304
12117893	12/14/03	10/02/03	09342661	2	\$ 125.00 305
12117893	10/20/03	10/02/03	33560211	8	\$ 127.00 306
⋮					

311 312 313 314 315 316

FIG. 3

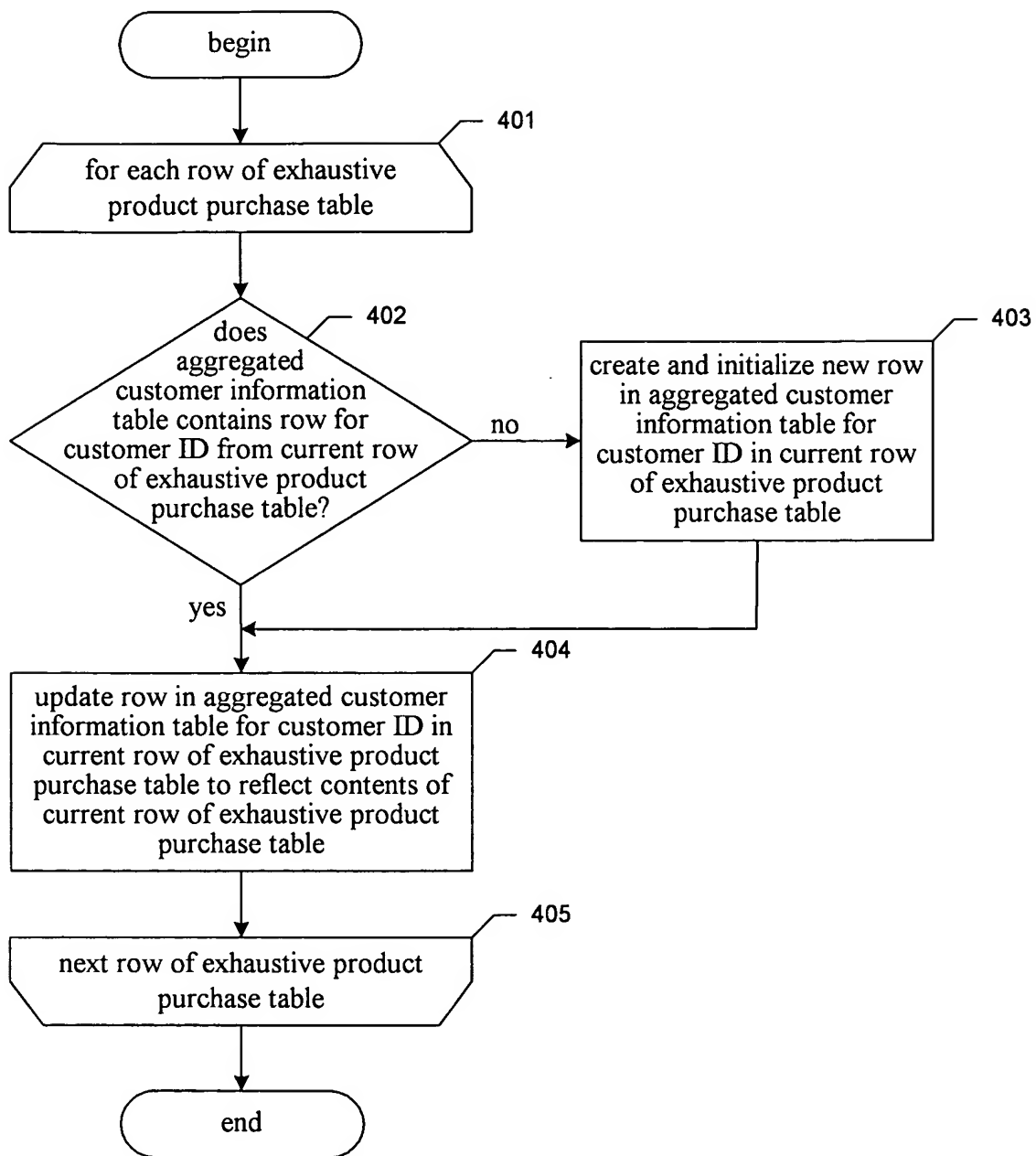


FIG. 4

aggregated customer information table 500

Customer ID	Customer Score	Total Spent	Total Units Purchased	Last Purchase Date	Average Spent Per Unit	High Value
⋮						
17193262	0	0	0	1/1/00	0	no
⋮						

501

FIG. 5A

aggregated customer information table 500

Customer ID	Customer Score	Total Spent	Total Units Purchased	Last Purchase Date	Average Spent Per Unit	High Value
⋮						
17193262	15.164	\$1,479.32	5	10/06/03	0	no
⋮						

501

FIG. 5B

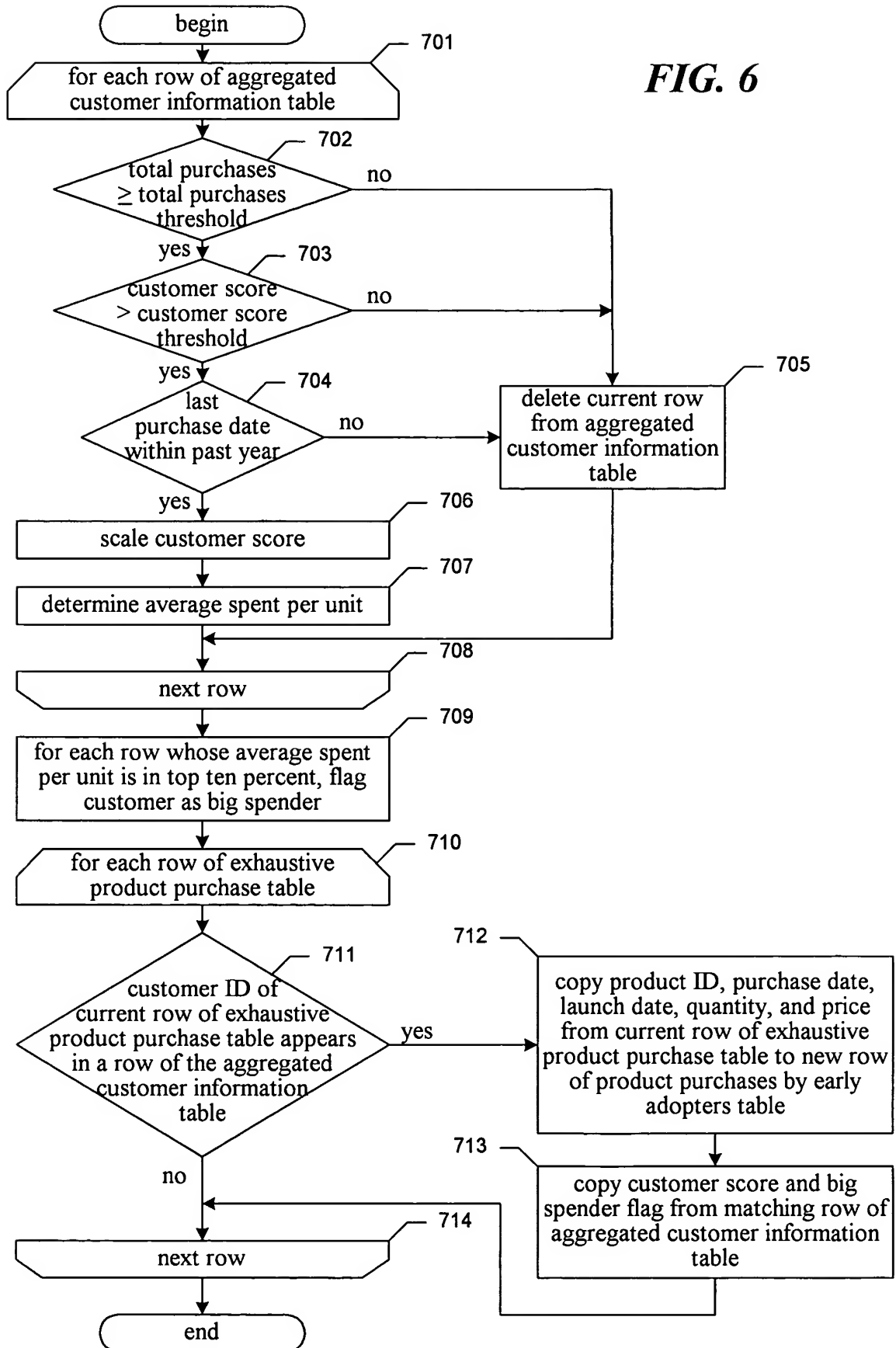
aggregated customer information table 500

Customer ID	Customer Score	Total Spent	Total Units Purchased	Last Purchase Date	Average Spent Per Unit	High Value
⋮						
17193262	3.894	\$1,479.32	5	10/06/03	\$295.86	yes
⋮						

501

FIG. 5C

FIG. 6



product purchases by early adopters table							900
Product ID	Purchase Date	Launch Date	Customer Score	Units Purchased	Purchase Price	High Value	
⋮							
12117893	10/05/03	10/02/03	3.894	1	\$ 129.97	yes	901
27356354	10/06/03	08/10/03	3.894	3	\$ 27.95	yes	902
46419623	09/15/03	09/13/03	3.894	1	\$ 1,265.50	yes	903
12117893	12/14/03	10/02/03	2.140	2	\$ 125.00	no	904
12117893	10/20/03	10/02/03	3.701	8	\$ 127.00	yes	905
⋮							
⋮							

FIG. 7

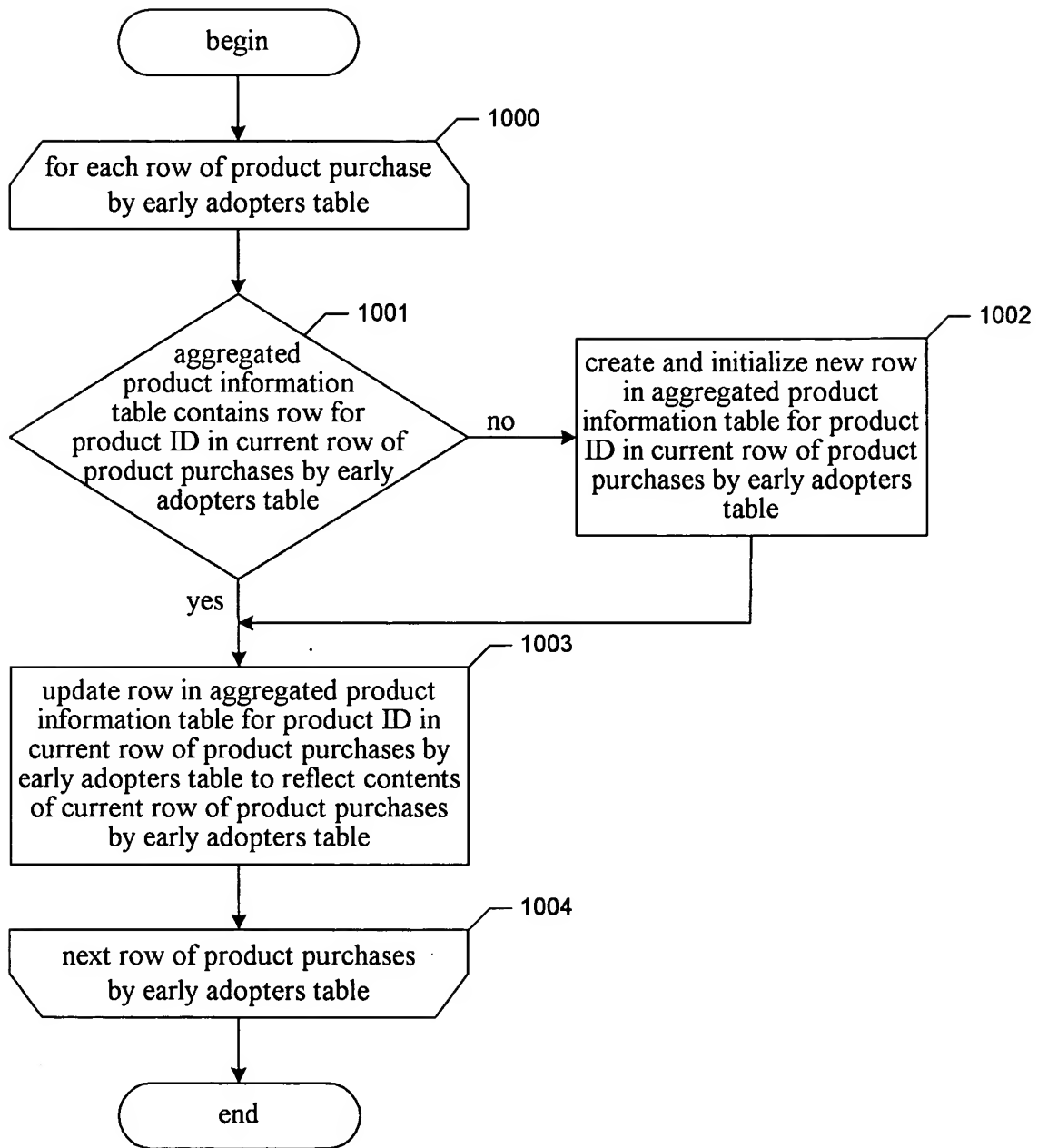


FIG. 8

Product ID	Product Score	Total Units Purchased	Total Units Purchased By High Value Customers
<div data-bbox="639 1455 688 1476">⋮</div> <div data-bbox="781 1402 805 1528">12117893</div> <div data-bbox="911 1455 959 1476">⋮</div>	<div data-bbox="781 1224 805 1245">0</div>	<div data-bbox="781 993 805 1014">0</div>	<div data-bbox="781 762 805 783">0</div>

FIG. 9A

Product ID	Product Score	Total Units Purchased	Total Units Purchased By High Value Customers
<div data-bbox="638 1451 691 1472" data-label="Text">⋮</div> <div data-bbox="781 1398 808 1528" data-label="Text">12117893</div> <div data-bbox="906 1451 959 1472" data-label="Text">⋮</div>	<div data-bbox="781 1192 808 1276" data-label="Text">9.735</div>	<div data-bbox="781 989 808 1024" data-label="Text">11</div>	<div data-bbox="781 758 808 793" data-label="Text">9</div>

FIG. 9B

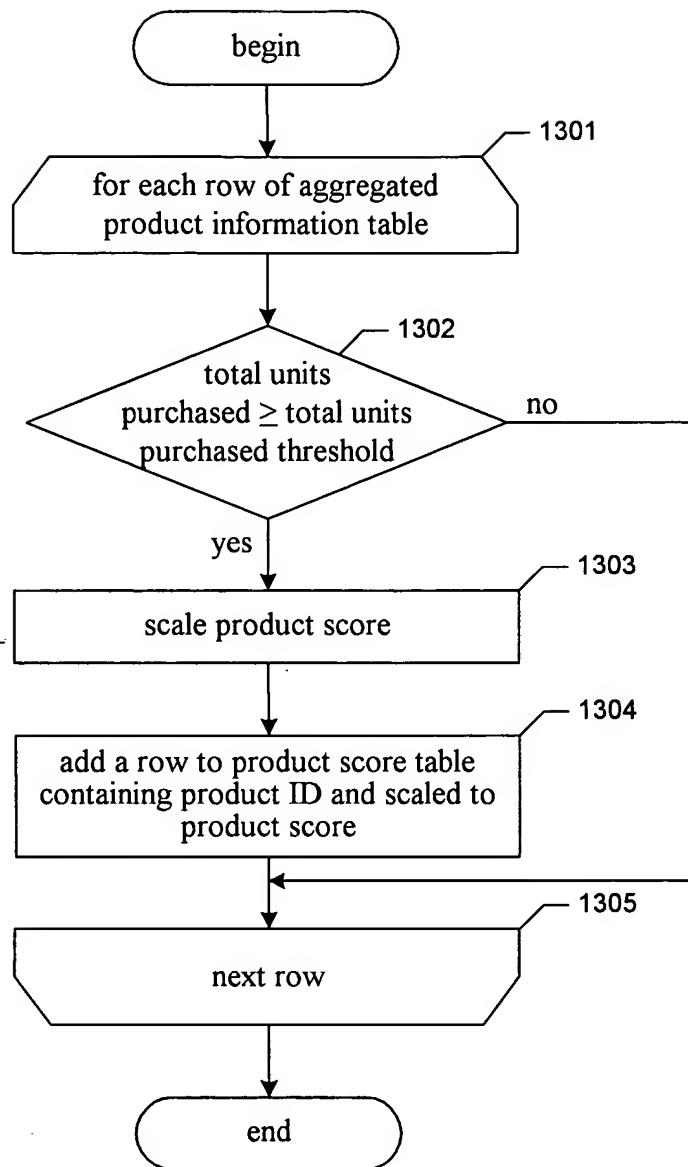


FIG. 10

Product ID	Product Score
<div data-bbox="638 1224 691 1245" data-label="Text">⋮</div> <div data-bbox="781 1171 808 1297">12117893</div> <div data-bbox="911 1224 964 1245" data-label="Text">⋮</div>	<div data-bbox="781 972 808 1024">855</div>

product score table

1400

1401

1411

1112

FIG. 11

Customer ID	Customer Score	High Value
<div data-bbox="638 1299 691 1320">⋮</div> <div data-bbox="781 1247 808 1373">17193262</div> <div data-bbox="907 1299 961 1320">⋮</div>	<div data-bbox="781 1047 808 1121">3.894</div>	<div data-bbox="781 827 808 869">yes</div>

FIG. 12

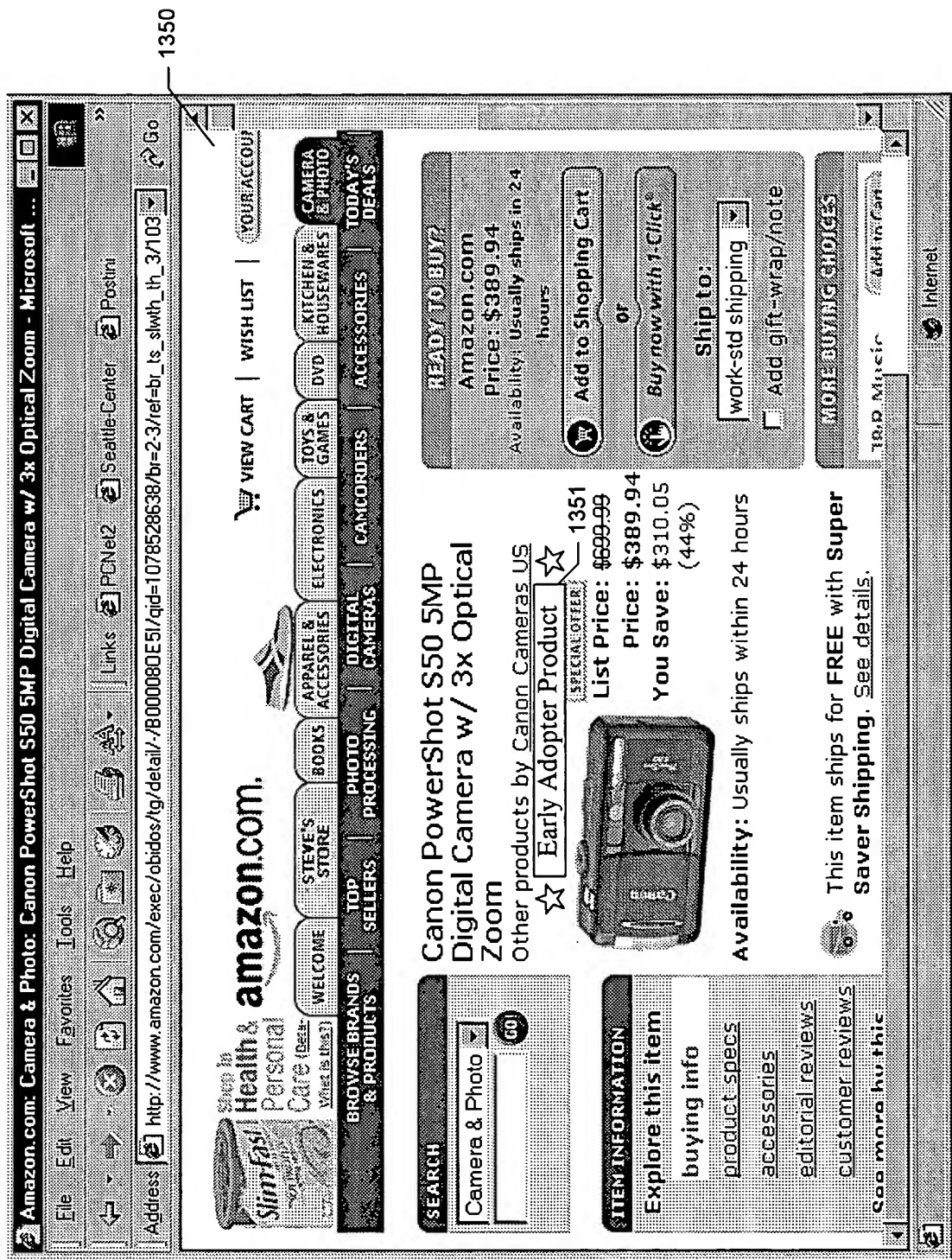


FIG. 13A

1350

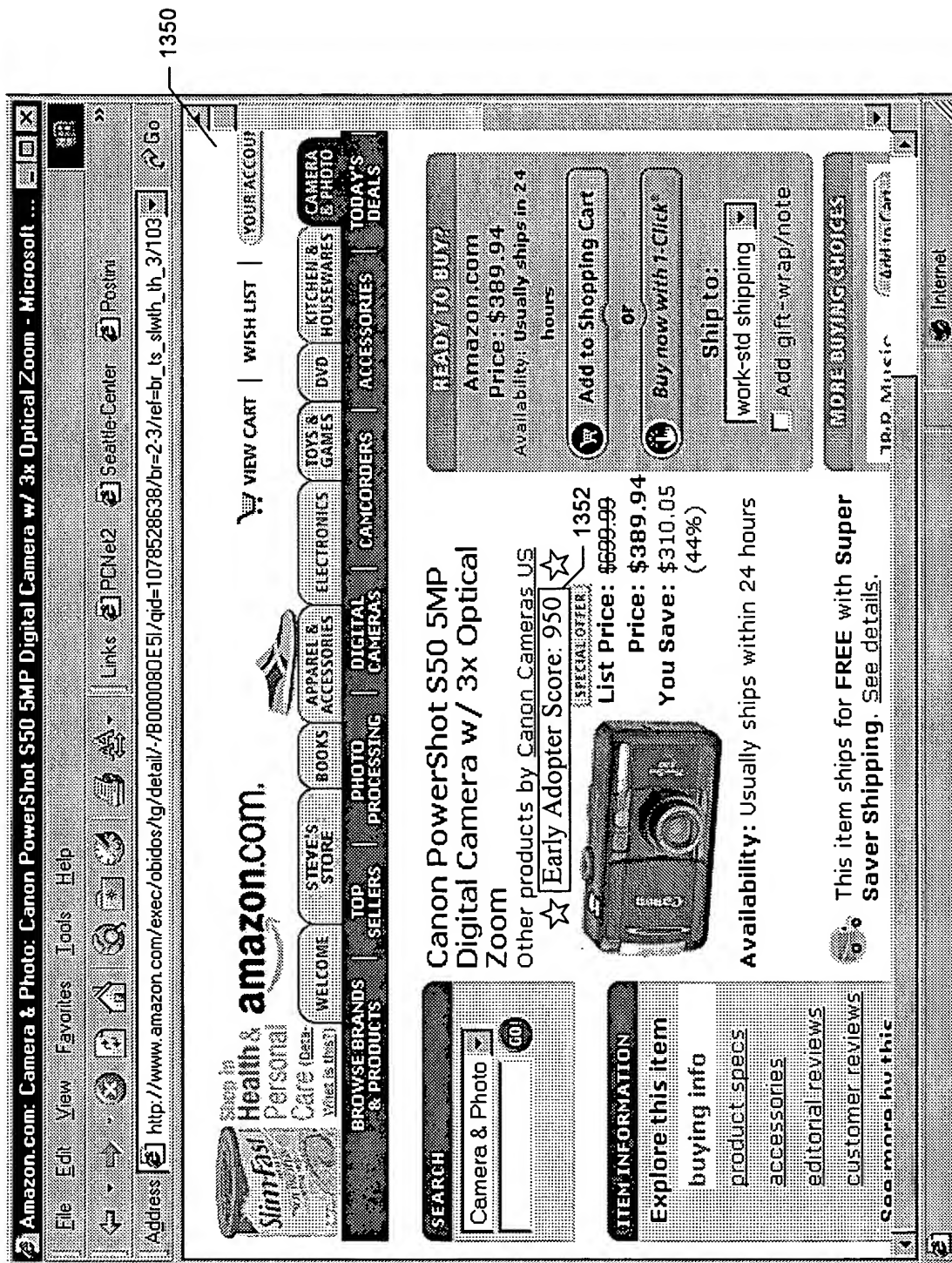


FIG. 13B

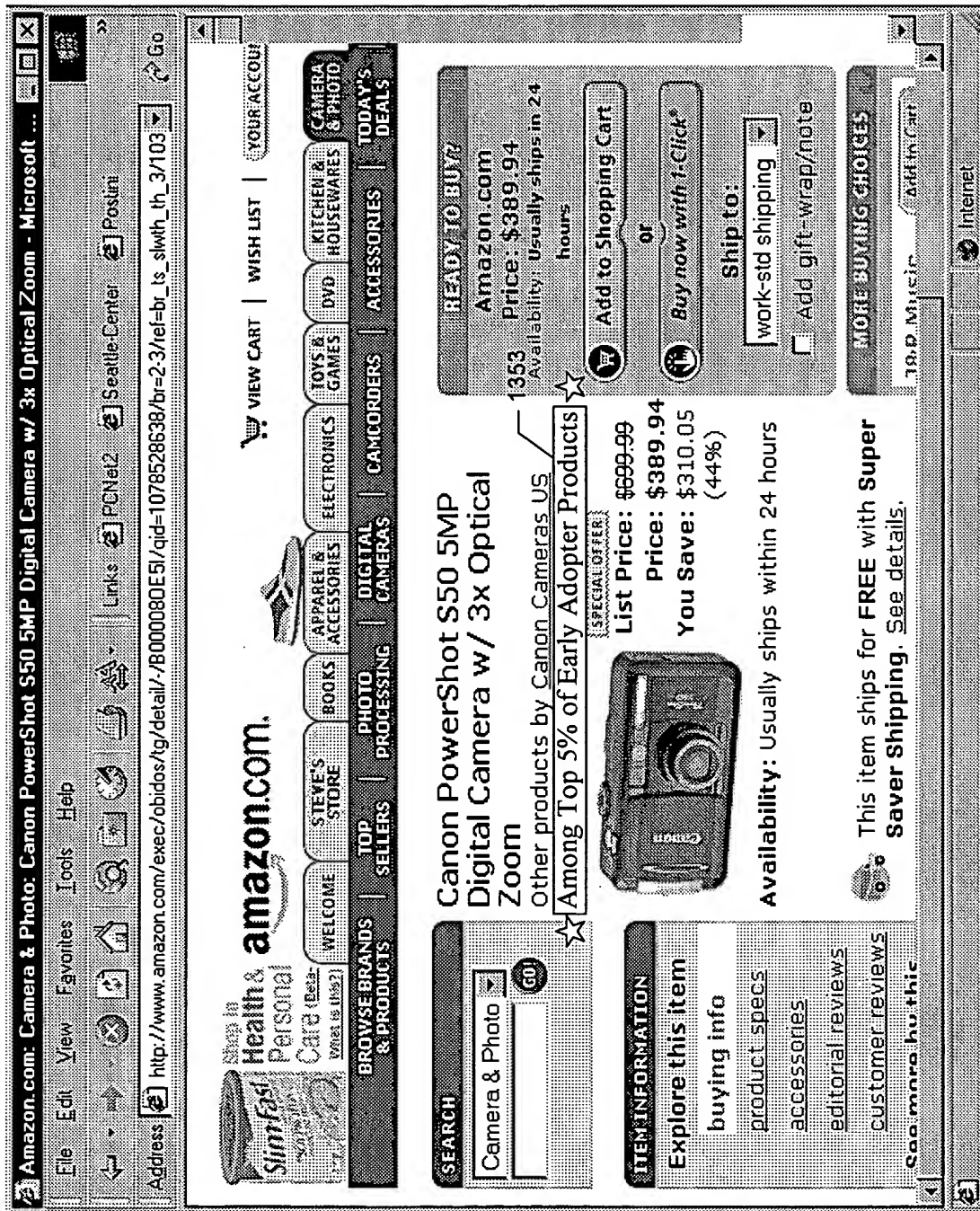
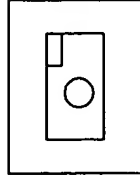


FIG. 13C

Welcome Back, Ambrose!

As an early adopter, we thought you might appreciate a special opportunity to purchase the following new product before it becomes generally available:



PowerShot S70 10MP
Digital Camera

1451

FIG. 14